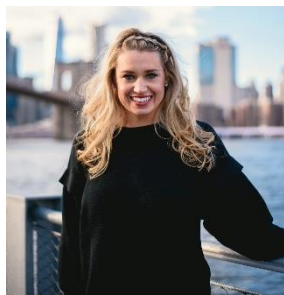




Despite the many challenges nonprofits such as NBCA continue to face due to the ongoing pandemic, 2021 was a year of continued growth for the National Blood Clot Alliance. Thanks to the almost 4,000 donations NBCA received from our blood clot community this year, we have so many accomplishments to celebrate and share as YOU have made all of this possible. We would like to share some of them with you...



**Katie Hoff Named NBCA Ambassador** – Eight-time World Champion, three-time Olympic Medalist, two-time Olympic Swimmer and pulmonary embolism survivor, Katie Hoff, was announced as the first official Ambassador of the National Blood Clot Alliance.

[Read More About Katie's Involvement](#)



**The CLUES Blood Clot Study** – NBCA launched the CLUES Blood Clot Study (A Critical Look at Understanding the Emotional Suffering of Blood Clot Survivors). With nearly 3,000 responses to date, this will be the largest-ever study of its kind to help inform clinicians and develop more effective ways to treat the whole patient, physical and emotional.

[Take This Survey Now](#)



**Stop the Clot® Acronym** – To help increase public awareness of the signs and symptoms of blood clots, NBCA created and shared a new Blood Clot Awareness Stop the Clot® acronym. This infographic was the top performing Facebook post this year with an organic reach of more than 57,000 people on Facebook alone!

[Download This Acronym Poster](#)



**Health Equity Partnership** – NBCA announced their participation in a quality improvement project aimed to improve care disparities and health outcomes for Black Americans in rural Mississippi who are affected by a diagnosis of potentially life-threatening blood clots.

[Read More About This Initiative](#)



**Community Education** – Delivering informative live educational programs to our patient community is a priority for NBCA. In this new virtual environment NBCA hosted a total of five Facebook live events this year, reaching more than 15,000 people with the video content. And two new community education programs, “NBCA Thrombassadors” and “Corporate Lunch & Learn,” were launched to help spread potentially life-saving information about blood clots to new audiences across the country.

[Learn More About Our Lunch and Learn](#)



**Patient Community** – NBCA shared 239 patient stories this year on our website and social media, and our online patient support community grew to nearly 10,000 members. Many people credit the information shared in these patient stories with their decision to seek medical attention, ultimately saving their lives, or providing a beacon of hope during their recovery.

[Read Our Patient Stories](#)



**Advocacy Work** – Our first-ever Advocacy Committee was formed this year to help create a national policy agenda and a grassroots advocacy network. Under the guidance of pro-bono representation, the Committee is working hard to bring awareness about blood clots and issues important to members of our community to Washington.

These are just a few of our 2021 highlights!

NBCA continues to see tremendous growth across the organization. We continue to develop and grow our Facebook patient community; we have increased representation on our volunteer Board of Directors and Medical and Scientific Advisory Board and we have rolled out more grass roots initiatives than at any time in our history!

None of this would be possible without the generous support from people like you. On behalf of the 3 million people that turn to NBCA each year for critically important information to support their blood clot diagnosis, treatment and recovery, thank you!